1. Medical Controversy

In our view the issue of causation remains controversial and unresolved. We advocate the need for further research into the causes of those diseases with which smoking has been associated and into the nature of any relationship between smoking and such diseases.

2. Social awareness, Responsibility and the Social Acceptability of Smoking

We take the view that to date there is no persuasive scientific evidence to support the contention that the non-smoker is harmed by the tobacco smoke of others. However, it is our position that both smokers and non-smokers should be considerate of each other.

3. Disclosure of Information

We should influence as far as proper medical and official opinion against incautious imposition of constraints and any unnecessary restrictions on smoking. To do this it may be necessary to talk to medical authorities and Government agencies.

4. The Role of Government in a Free Society

The traditional role of Government in a free society with reference to legal products is to inform people, to give them the facts or to see that they are given the facts, and to leave the exercise of free choice to the individual.

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Source: https://www.industrydocuments.ucsf.edu/docs/hxgk0000

5. Warning Clauses

If Governments propose wording implying or stating smoking causes certain diseases, Companies must strenuously resist with all means at their disposal.

6. League Tables

So far there is no valid scientific basis for combining measurements of different chemical compounds in the smoke of an individual cigarette brand into a single index number as to represent a measure of implied hazard relative to other brands. Such aggregation implies unjustifiable judgments of the strength of association between chemical compounds and diseases. Such arbitrary indices of hazard cannot receive any serious scientific support and their introduction should be resisted wherever possible.

7. Maximum "Tar" and Nicotine Limits

The imposition of maximum "tar" and nicotine yields, as well as attempts by Governments to tax high "tar" products differentially to those with lower deliveries, should be resisted.

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Source: https://www.industrydocuments.ucsf.edu/docs/hxgk0000

8. Advertising

It is the Industry view that there is no valid evidence to support the contention that advertising increases total consumption of cigarettes. Advertising may affect the sales distribution among individual companies or specific brands.

In attempting to obtain the best possible shares of the market, cigarette manufacturers have used competitive advertising to inform the consumer of product availability, modifications and innovations.

In view of the existence of the medical controversy, in any advertising, claims, express or implied, that one cigarette is healthier or less harmful than another should be avoided.

We should resist restrictions on media advertising; however, in the area of voluntary agreements with Governments we should recognize that there is a limit beyond which the Industry cannot make further concessions.

9. Declaration of Constituents

We should resist any requirements to put figures for the yields of smoke constituents or "tar" groups on packs or in advertising.

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Source: https://www.industrydocuments.ucsf.edu/docs/hxgk0000

10. Research

It is our policy to further support work on the scientific smoking and health controversy. The results of such scientific investigations must be made available to the public by appropriate means.

11. Product Liability

We should keep aware of, examine carefully and take appropriate action when advisable with respect to the laws and proposed changes in the laws concerning product liability.

12. Cigarette Manufacturers' Associations

We accept the need of national cigarette manufacturers' associations and give them full support.

We believe that the Industry's activities in the smoking and health field should be carried out by or through the Associations, whenever this is appropriate.

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Source: https://www.industrydocuments.ucsf.edu/docs/hxgk0000